

ORDER



Orders
Order / Rev: 168424
Alt Order #: 06861047
Product Desc: Ten Days
Estimate: 312
Flight Dates: 10/19/12 - 10/28/12
Original Date / Rev: 10/04/12 / 10/08/12
Order Type: GENERAL

KOB

Primary AE: Melissa Palombo
Sales Office: P-PHL
Sales Region: National

Agency
Name: Stevens Reed Curcio & Potholm
Buying Contact: Betsy Vonderheid
Billing Contact:
 201 Union Street Ste. 200
 Alexandria, VA 22314-3219

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Reform NM Now
Demographic: A35+
Product Codes: PL2
Priority: 99
Revenue Codes: AGY, POL, ISS

New Business Thru: 10/25/13
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/26/12	84	\$60,000.00	\$51,000.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	84	\$60,000.00	\$51,000.00	0.00
Totals	84	\$60,000.00	\$51,000.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Melissa Palombo			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KOB	33%	\$60,000.00
Market	100%	\$181,818.18

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	0%	\$0.00
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	29%	\$52,727.27
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00
KOVT	0%	\$0.00

KREZ	0%	\$0.00
KRPV	0%	\$0.00
KRQE	38%	\$69,090.91
KUPT	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	0%	\$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	All	10/19/12	10/19/12	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	M-F 530a-6a ----F--	:30	1	\$600.00	1	0.00	NM	1	\$600.00
EYEWIT NW TDY1														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--				1	\$600.00		0.00			
E 2	All	10/22/12	10/26/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a MTWTF--	:30	5	\$850.00	1	0.00	NM	5	\$4,250.00
EYEWIT NW TDY2														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$850.00		0.00			
E 3	All	10/22/12	10/26/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a MTWTF--	:30	5	\$850.00	1	0.00	NM	5	\$4,250.00
TODAY SHW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$850.00		0.00			
E 4	All	10/22/12	10/26/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p MTWTF--	:30	5	\$400.00	1	0.00	NM	5	\$2,000.00
EYEWIT-4 MIDDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$400.00		0.00			
E 5	All	10/22/12	10/26/12	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p MTWTF--	:30	5	\$400.00	1	0.00	NM	5	\$2,000.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$400.00		0.00			
E 6	All	10/22/12	10/26/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p MTWTF--	:30	5	\$850.00	1	0.00	NM	5	\$4,250.00
EYEWITNS NEWS-5														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$850.00		0.00			
E 7	All	10/22/12	10/26/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p MTWTF--	:30	5	\$1,100.00	1	0.00	NM	5	\$5,500.00
EYEWITNS NW-600<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$1,100.00		0.00			
E 8	All	10/22/12	10/26/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p MTWTF--	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
EYEWITNS NWS-10														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--				2	\$1,400.00		0.00			
E 9	All	10/22/12	10/26/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p MTWTF-- (10:35 PM-11:30 PM)	:30	5	\$500.00	1	0.00	NM	5	\$2,500.00
TONITE SHW-NBC<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$500.00		0.00			
E 10	All	10/22/12	10/26/12	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	M-F 530a-6a MTWTF--	:30	5	\$600.00	1	0.00	NM	5	\$3,000.00
EYEWIT NW TDY1														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$600.00		0.00			
E 11	All	10/19/12	10/19/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a ----F--	:30	1	\$850.00	1	0.00	NM	1	\$850.00
EYEWIT NW TDY2														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	All	10/19/12	10/19/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a ----F--	:30	1	\$850.00	1	0.00	NM	1	\$850.00
EYEWIT NW TDY2														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/15/12	10/21/12	----F--		1		\$850.00		0.00				
E 12	All	10/19/12	10/19/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a ----F--	:30	1	\$850.00	1	0.00	NM	1	\$850.00
TODAY SHW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/15/12	10/21/12	----F--		1		\$850.00		0.00				
E 13	All	10/19/12	10/19/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p ----F--	:30	1	\$400.00	1	0.00	NM	1	\$400.00
EYEWIT-4 MIDDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/15/12	10/21/12	----F--		1		\$400.00		0.00				
E 14	All	10/19/12	10/19/12	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p ----F--	:30	1	\$400.00	1	0.00	NM	1	\$400.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/15/12	10/21/12	----F--		1		\$400.00		0.00				
E 15	All	10/19/12	10/19/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p ----F--	:30	1	\$850.00	1	0.00	NM	1	\$850.00
EYEWITNS NEWS-5														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/15/12	10/21/12	----F--		1		\$850.00		0.00				
E 16	All	10/19/12	10/19/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p ----F--	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
EYEWITNS NW-600<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/15/12	10/21/12	----F--		1		\$1,100.00		0.00				
E 17	All	10/19/12	10/19/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p ----F--	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
EYEWITNS NWS-10														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/15/12	10/21/12	----F--		1		\$1,400.00		0.00				
E 18	All	10/19/12	10/19/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p----F-- (10:35 PM-11:30 PM)	:30	1	\$500.00	1	0.00	NM	1	\$500.00
TONITE SHW-NBC<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/15/12	10/21/12	----F--		1		\$500.00		0.00				
N 19	All	10/19/12	10/26/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a ----F--	:30	1	\$850.00	1	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/15/12	10/21/12	----F--		1		\$850.00		0.00				
Week: 10/22/12		10/22/12	10/28/12	----F--		1		\$850.00		0.00				
N 20	All	10/22/12	10/25/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a MTWT---	:30	4	\$850.00	1	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/22/12	10/28/12	MTWT---		4		\$850.00		0.00				
N 21	All	10/19/12	10/26/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p ----F--	:30	1	\$400.00	1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/15/12	10/21/12	----F--		1		\$400.00		0.00				
Week: 10/22/12		10/22/12	10/28/12	----F--		1		\$400.00		0.00				
N 22	All	10/22/12	10/25/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p MTWT---	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/22/12	10/28/12	MTWT---		4		\$400.00		0.00				
N 23	All	10/22/12	10/25/12	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p MTWT---	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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 Alt Order #: 06861047
 Flight Dates: 10/19/12 - 10/28/12

Advertiser: Reform NM Now
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KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N23	All	10/22/12	10/25/12	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p MTWT---	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWT---		4		\$400.00		0.00				
N24	All	10/19/12	10/26/12	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p ----F--	:30	1	\$400.00	1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--		1		\$400.00		0.00				
Week:		10/22/12	10/28/12	----F--		1		\$400.00		0.00				
N25	All	10/19/12	10/26/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p ----F--	:30	1	\$900.00	1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--		1		\$900.00		0.00				
Week:		10/22/12	10/28/12	----F--		1		\$900.00		0.00				
N26	All	10/22/12	10/25/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p MTWT---	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWT---		4		\$900.00		0.00				
N27	All	10/22/12	10/25/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p MTWT---	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWT---		2		\$1,400.00		0.00				
N28	All	10/19/12	10/26/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p----F-- (10:35 PM-11:30 PM)	:30	1	\$500.00	1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--		1		\$500.00		0.00				
Week:		10/22/12	10/28/12	----F--		1		\$500.00		0.00				
N29	All	10/22/12	10/25/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135pMTWT---	:30	4	\$500.00	1	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWT---		4		\$500.00		0.00				
N30	All	10/19/12	10/19/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p ----F--	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--		1		\$1,400.00		0.00				
												Totals	84	\$60,000.00

*Tax 1 Note: ABQ 7%.